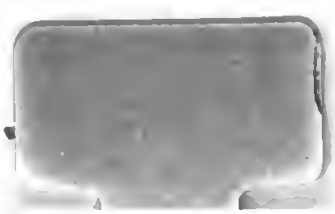
Shackell Edwards
Specimen of
Printing Inks

Bt. from Library

258354 d. 26



Digitized by Google

TYPE FOUNDING.

At the commencement of the 18th century, the native talent of the founders was so little prized by the printers of the metropolis, that they were in the habit of importing founts from Holland, where types much superior were manufactured. The glorious works of English literature which immortalized the reign of Queen Anne were originally presented to the public through the medium of Dutch types. When we consider the great antiquity of coinage, and of the use of seals, and the comparatively modern date of the invention of printing, no slowness in the progress of art, or in perceiving the applicability of principles, can excite surprise; and the printers of the present day might still have been driven to the inconvenience of importation had not a genius, in the person of William Caslon, arisen to rescue his country from the disgrace of typographical inferiority.

Mr. William Caslon, who is styled by Rowe Mores "the Coryphæus of letter-founders," was born at Hales Owen in Shropshire. He served an apprenticeship to an engraver on gun locks and barrels, and, after the expiration of the term, followed his trade in Vine-street, Minories. In every branch of the art his ability was conspicuous, but more particularly the dexterity he evinced in designing and engraving ornamental devices on the barrels of firearms. He did not, however, confine himself to this particular employment, but was occasionally occupied in making tools for bookbinders and chasers of silver plate. While thus engaged, the neatness and accuracy of his bookbinding punches were noticed by Mr. Watts, an eminent printer, who correctly conjectured that he was capable of remedying the defects of the existing foundries, and who, by introducing him to the leading typographers of the day, who promised their support, induced him to establish a foundry of his own.

In 1720 the Society for Promoting Christian Knowledge deemed it expedient to print the New Testament and the Psalter in the Arabic language. Mr. Caslon cut the fount, which he distinguished by the name of "English Arabic." After he had finished this fount, he cut the letters of his own name in Pica roman, and placed them at the bottom of the specimens. The name was seen by Mr. Palmer, who advised Caslon to cut the whole fount of Pica, which he did, and the performance exceeded the production of any other letter founder of the time. In 1722, Mr. Caslon cut the beautiful fount of English used in printing Selden's works, and the Coptic types that were made use of for Dr. Wilkins's edition of the Pentateuch.

It is difficult to appreciate the obstacles which Mr. Caslon had to encounter in the commencement of his career; he had not only to excel his competitors in his own peculiar branch of punch engraving, but to raise an establishment, and cause his plans to be executed by ignorant and unpractised workmen. He had also to acquire a knowledge of the practical and mechanical branches of the art, which require a most minute and painful attention to conduct successfully.

The wishes and expectations of his patrons were fulfilled and exceeded by his decided superiority over his competitors. From 1720 to 1780 few works were printed with the types of any other foundry. He has since been excelled in individual founts, but, as a whole, his foundry is still unrivalled. Mr. Caslon won general esteem as a good and worthy member of society. His conduct to his family, his friends, and his workmen, was alike deserving of praise. He held a Commission of the Peace for the county of Middlesex. On his son attaining a suitable age, he took him into partnership, and retired to what was then called a country house at Bethnal Green, where he expired January 23, 1766, aged 74.—*Hansard's Typographia.*

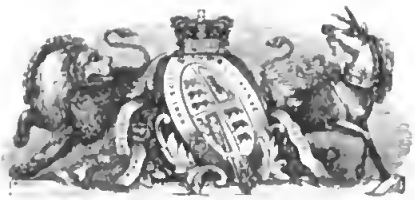
Printed with Ink, by Kelly & Co., 19 & 20, Old Boswell Court, Temple Bar.

List of Prices of Coloured Inks.—℔ lb.

		£.	s.	d.
No. 1.	Deep Pink	0	7	6
2.	Chocolate	0	7	6
3.	Lemon Yellow	0	7	6
4.	Orange	0	7	6
5.	Deep Orange	0	7	6
6.	Mazarine Blue	0	7	6
7.	Deep Red	0	7	6
8.	Dark Green	0	7	6
9.	Bright Green	0	7	6
10.	Light Green	0	7	6
11.	Light Blue	0	7	6
12.	Naval Blue	0	7	6
13.	Light Pink	0	10	0
14.	Carmine	3	0	0
15.	Lavender	0	7	6
16.	Light Brown	0	7	6
17.	Native Brown	0	7	6
18.	Brown	0	7	6
19.	Deep Crimson	1	0	0
20.	Deep Crimson, Carmine shade	1	10	0
21.	Fawn	0	7	6
	Gold Preparation	0	7	6
	Gold, Silver, and Copper Bronzes @ per oz.			

FOR POSTERS.

22.	Ultramarine Blue	0	3	6
23.	Red	0	4	0
24.	Light Blue	0	3	6
25.	Red	0	5	0
26.	Brown	0	4	0
27.	Light Green	0	4	0
28.	Green	0	4	0
29.	Dark Green	0	4	0
30.	Dark Blue	0	4	6



SHACKELL AND EDWARDS,

MANUFACTURERS

OF

PRINTING INKS,

IN

EVERY VARIETY OF COLOUR.

No. 35, COPPICE ROW, CLERKENWELL,

LONDON.

Specimen of

Printing Inks,

Manufactured by

Shackell & Edwards,

Coppice Row,

Clerkenwell, London.

BODLEIAN
P
23 SEP 1959
LIBRARY

SHACKELL AND EDWARDS,

MANUFACTURERS

OF

PRINTING INKS,

IN

EVERY VARIETY OF COLOUR.

No. 35, COPPICE ROW, CLERKENWELL,

LONDON.

SHACKELL AND EDWARDS,

MANUFACTURERS

PRINTING INKS,

OF

EVERY VARIETY OF COLOUR,

No. 35, COPPICE ROW, CLERKENWELL,

LONDON

SHACKELL AND EDWARDS,

MANUFACTURERS

OF

PRINTING INKS,

IN

EVERY VARIETY OF COLOUR.

No. 35, COPPICE ROW, CLERKENWELL,

LONDON.

No. 4.

No. 5.

No. 6.

No. 8.

N. 10.

No. XX.

No. 12.

AB UTTING

N.13.

No. 14.

N. 15.

BIBLIOTHECA BODLEIANA

No. 16.

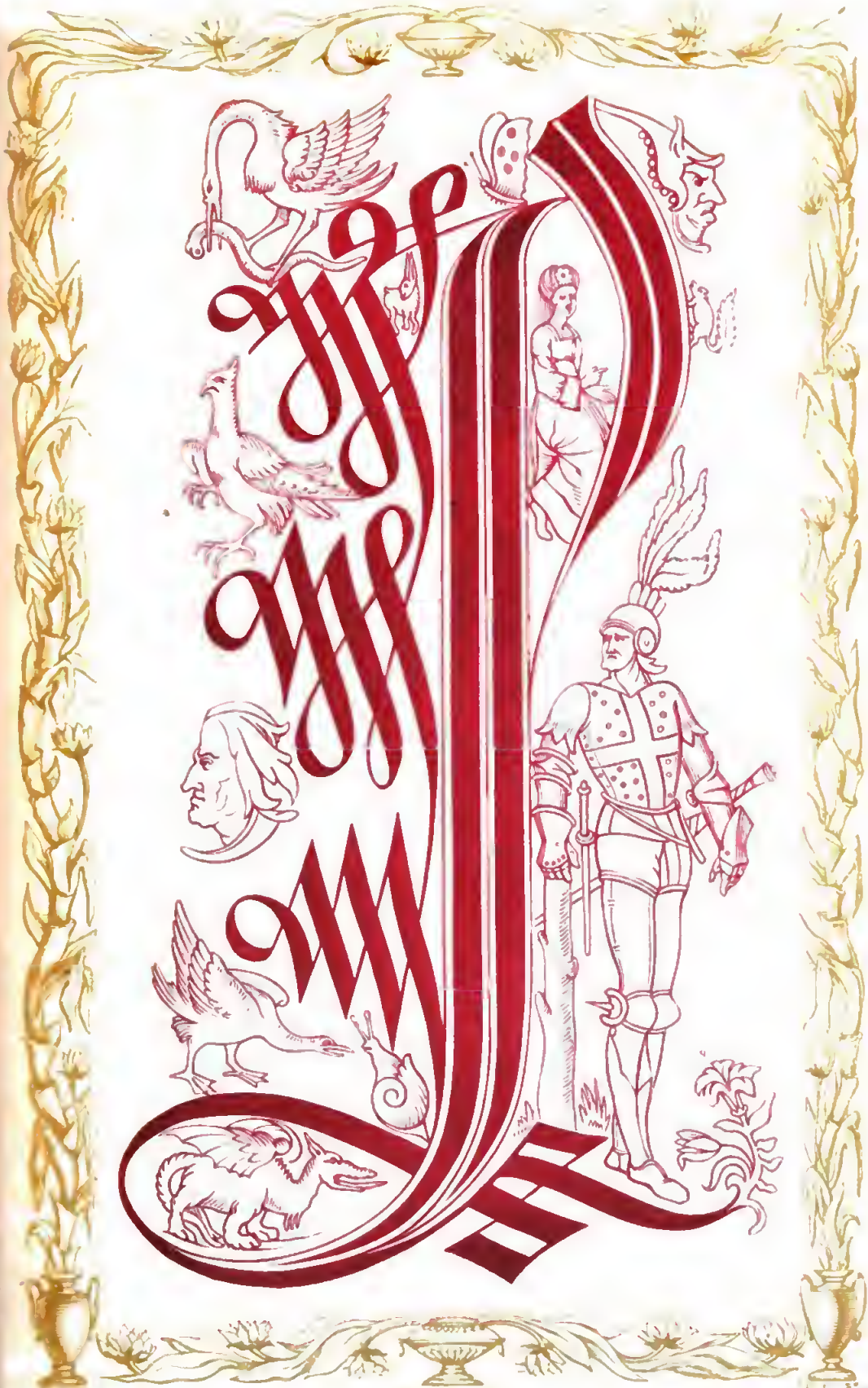
No. 17.

No. 18.

BIBLIOTHECA · BODLEIANA

No. 19.

BIBLIOTHECA BODLEIANA



No. 20.

Digitized by Google

SHACKELL AND EDWARDS'

SUPERIOR

COLOURED INKS

FOR POSTERS.

No. 22.

BIBLIOTHECA BODLEIANA

SHACKELL AND EDWARDS'

SUPERIOR

COLOURED INKS

FOR POSTERS.

No. 23.

BIBLIOTHECA BODLEIANA

SHACKELL AND EDWARDS'

SUPERIOR

COLOURED INKS

FOR POSTERS.

No. 24.

BIBLIOTHECA BODLEIANA

SHACKELL AND EDWARDS'

SUPERIOR

COLOURED INKS

FOR POSTERS.

No. 25.

BIBLIOTHECA BODLEIANA

SHACKELL AND EDWARDS'

SUPERIOR

COLOURED INKS

FOR POSTERS.

No. 26.

БИБЛІОТНКА БОДЛЕЯНА

SHACKELL AND EDWARDS'

SUPERIOR

COLOURED INKS

FOR POSTERS.

No. 27.

SHACKELL AND EDWARDS'

SUPERIOR

COLOURED INKS

FOR POSTERS.

No. 28.

SHACKELL AND EDWARDS'

BROADSIDE

INK,

TWELVE SHILLINGS PER DOZEN.

SHACKELL A

SUPE

COLOUR

FOR P(

No. 30.